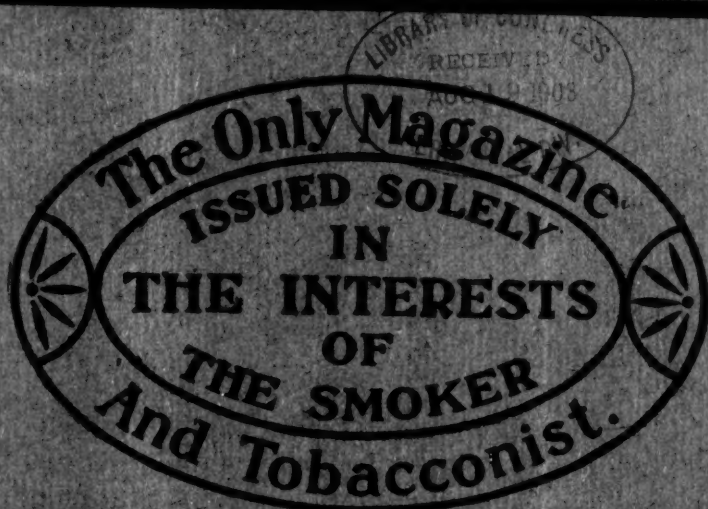


Volume XL  
Number 2

AUGUST, 1903.

\$1.00 a Year.  
10c. a Copy.

# THE SMOKER'S MAGAZINE



PUBLISHED BY

THE SMOKER'S MAGAZINE CO.

NEW BRUNSWICK AND NEW YORK.

COPYRIGHT, 1903, BY THE SMOKER'S MAGAZINE CO. ALL RIGHTS RESERVED.

ENTERED AT THE NEW BRUNSWICK, N. J. POST OFFICE AS SECOND CLASS MAIL MATTER.

The Many Royal Slaves To Tobacco.

# JOHN HOFMAN CO.,

MANUFACTURERS HIGH GRADE  
OF

## SHOW CASES,

---



No. 62.—COMBINATION CIGAR AND MOISTENING CASE.

---

### Store Fixtures and Interior Woodwork

FROM ORIGINAL DESIGNS.

We want you to send for Illustrated Catalogue and  
mention The Smoker's Magazine.

---

Office and Factory: **ROCHESTER, N. Y., U. S. A.**  
30 & 32 SOUTH WATER ST.,



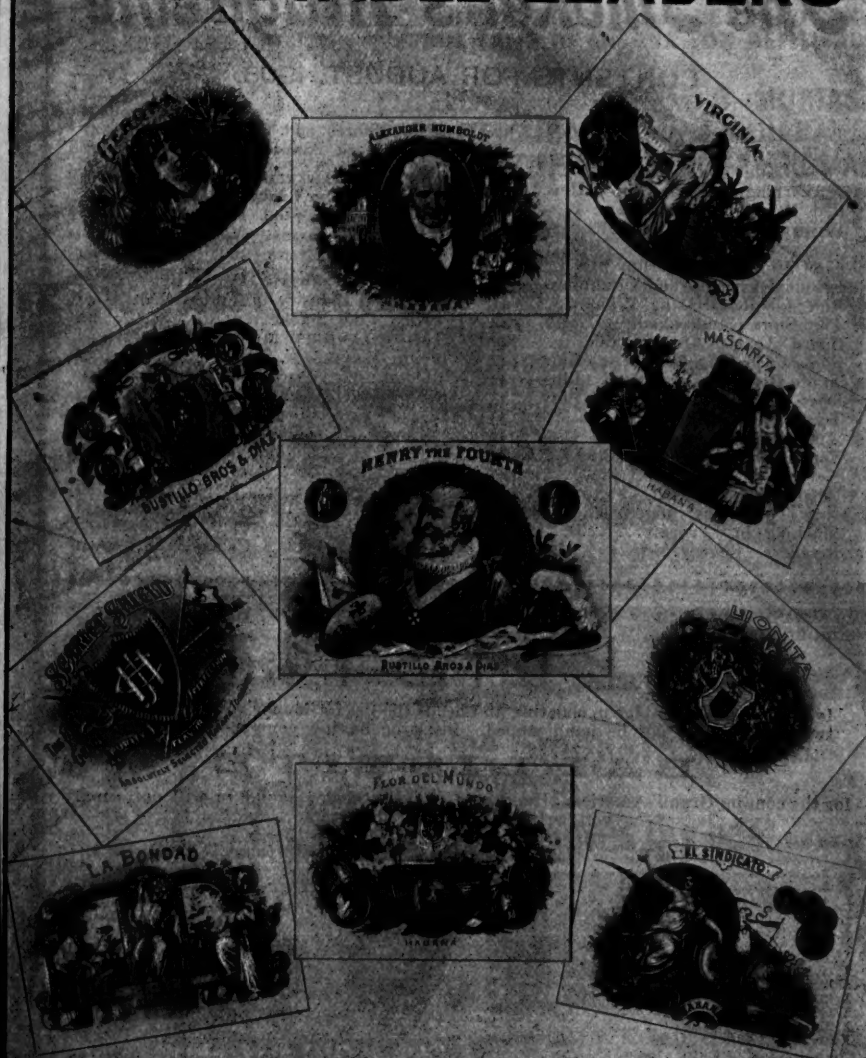
11

B

1



# "INDISPUTABLE LEADERS"



## BUSTILLO BROS. & DIAZ

Manufacturers of Clear Havana Cigars

Office, 38, Warren St., New York

Please mention THE SMOKER'S MAGAZINE to advertisers.

VOLUME XI.

NUMBER 2.

# The Smoker's Magazine

CONTENTS FOR AUGUST, 1903.

	PAGE		PAGE
Tobacco's Royal Slaves.....	37	New Stores and Changes.....	47
A Planter's Story.....	38	New York Amusements.....	47
Clear Title.....	38	EDITORIAL DEPARTMENT:	
A Washington Cigar Store (Illus.)	38	Create New Business—More Dol-	
Red Register Bureau.....	40	lars—Chairs and Fans—Matches	
WINDOW DRESSING AND STORE AD-		—Best Goods—Vacationists—	
VERTISING DEPARTMENT (Illus.)..	41	Working Money—Small Lots..	48-49
An Untidy Display (Illus.).....	41	QUERIES ANSWERED DEPARTMENT..	49
Frequent Changes and Cleanliness..	41	Tobacco Industry in Turkey.....	49
Rule for Re-Dressing Window....	41	Nice, Cool Smoke.....	49
The Store's Individuality.....	42	MISCELLANEOUS MUSINGS.....	50
Guard Against Overcrowding.....	42	THE MAKERS OF SMOKES.....	50
Show Card for General Use (Illus.)	42	Ocean of Tobacco.....	52
Trade Riveting Cigar Card (Illus.)	43	Expensive Cigar Cabinet.....	54
Does Your Friend Smoke? (Illus.)	43	Retailers' Association.....	54
To Catch Vacationists.....	43	Tampa the Hub.....	54
A General Placard (Illus.).....	44	Tobacco Resembling Turkish.....	56
For Cigar Advertising (Illus.)....	44	SHORT SMOKES.....	56
Never Too Hot Card (Illus.).....	45	The Cigar Indian.....	56
Retailers' Schemes.....	45	Famous Snuff Box.....	58
How Tobacco is Judged.....	45	With the Jokers.....	58
Smoking in Germany.....	45	PRICES OF HAVANA CIGARS.....	62-63
Retailers' Review.....	46		

## BALLISTITE

Is unapproached for pigeon shooting and heads the list for money winners the past two seasons. Do not be handicapped. Insist on having your shells loaded with

### BALLISTITE

for the coming Grand American Handicap. If your dealer cannot or will not supply you, write us direct for discounts.

Load No.	Gauge.	Powder.	Shot.	Per 1000
X 1.....	12	30 grains.....	1 ounce.....	\$34 00
X 2.....	12	30 "	1 1/2 "	35 00
X 3.....	12	32 "	1 1/2 "	35 00
X 4.....	12	32 "	1 1/2 "	36 00
X 5.....	12	32 "	1 1/2 "	36 00
X 6.....	12	34 "	1 1/2 "	36 00
X 7.....	12	34 "	1 1/2 "	37 00
X 8.....	12	34 "	1 1/2 "	39 00
X 11.....	10	36 "	1 1/2 "	41 00
X 12.....	10	36 "	1 1/2 "	42 00
X 13.....	10	36 "	1 1/2 "	42 00
X 14.....	10	36 "	1 1/2 "	42 00
X 15.....	10	36 "	1 1/2 "	43 00
X 16.....	10	36 "	1 1/2 "	43 00
X 17.....	10	36 "	1 1/2 "	43 00
X 18.....	10	36 "	1 1/2 "	43 00
X 19.....	10	36 "	1 1/2 "	43 00
X 20.....	10	36 "	1 1/2 "	43 00
X 21.....	10	36 "	1 1/2 "	43 00
X 22.....	10	36 "	1 1/2 "	43 00
X 23.....	10	36 "	1 1/2 "	43 00
X 24.....	10	36 "	1 1/2 "	43 00
X 25.....	10	36 "	1 1/2 "	43 00
X 26.....	10	36 "	1 1/2 "	43 00
X 27.....	10	36 "	1 1/2 "	43 00
X 28.....	10	36 "	1 1/2 "	43 00
X 29.....	10	36 "	1 1/2 "	43 00
X 30.....	10	36 "	1 1/2 "	43 00
X 31.....	10	36 "	1 1/2 "	43 00
X 32.....	10	36 "	1 1/2 "	43 00
X 33.....	10	36 "	1 1/2 "	43 00
X 34.....	10	36 "	1 1/2 "	43 00
X 35.....	10	36 "	1 1/2 "	43 00
X 36.....	10	36 "	1 1/2 "	43 00
X 37.....	10	36 "	1 1/2 "	43 00
X 38.....	10	36 "	1 1/2 "	43 00
X 39.....	10	36 "	1 1/2 "	43 00
X 40.....	10	36 "	1 1/2 "	43 00
X 41.....	10	36 "	1 1/2 "	43 00
X 42.....	10	36 "	1 1/2 "	43 00
X 43.....	10	36 "	1 1/2 "	43 00
X 44.....	10	36 "	1 1/2 "	43 00
X 45.....	10	36 "	1 1/2 "	43 00
X 46.....	10	36 "	1 1/2 "	43 00
X 47.....	10	36 "	1 1/2 "	43 00
X 48.....	10	36 "	1 1/2 "	43 00
X 49.....	10	36 "	1 1/2 "	43 00
X 50.....	10	36 "	1 1/2 "	43 00
X 51.....	10	36 "	1 1/2 "	43 00
X 52.....	10	36 "	1 1/2 "	43 00
X 53.....	10	36 "	1 1/2 "	43 00
X 54.....	10	36 "	1 1/2 "	43 00
X 55.....	10	36 "	1 1/2 "	43 00
X 56.....	10	36 "	1 1/2 "	43 00
X 57.....	10	36 "	1 1/2 "	43 00
X 58.....	10	36 "	1 1/2 "	43 00
X 59.....	10	36 "	1 1/2 "	43 00
X 60.....	10	36 "	1 1/2 "	43 00
X 61.....	10	36 "	1 1/2 "	43 00
X 62.....	10	36 "	1 1/2 "	43 00
X 63.....	10	36 "	1 1/2 "	43 00
X 64.....	10	36 "	1 1/2 "	43 00
X 65.....	10	36 "	1 1/2 "	43 00
X 66.....	10	36 "	1 1/2 "	43 00
X 67.....	10	36 "	1 1/2 "	43 00
X 68.....	10	36 "	1 1/2 "	43 00
X 69.....	10	36 "	1 1/2 "	43 00
X 70.....	10	36 "	1 1/2 "	43 00
X 71.....	10	36 "	1 1/2 "	43 00
X 72.....	10	36 "	1 1/2 "	43 00
X 73.....	10	36 "	1 1/2 "	43 00
X 74.....	10	36 "	1 1/2 "	43 00
X 75.....	10	36 "	1 1/2 "	43 00
X 76.....	10	36 "	1 1/2 "	43 00
X 77.....	10	36 "	1 1/2 "	43 00
X 78.....	10	36 "	1 1/2 "	43 00
X 79.....	10	36 "	1 1/2 "	43 00
X 80.....	10	36 "	1 1/2 "	43 00
X 81.....	10	36 "	1 1/2 "	43 00
X 82.....	10	36 "	1 1/2 "	43 00
X 83.....	10	36 "	1 1/2 "	43 00
X 84.....	10	36 "	1 1/2 "	43 00
X 85.....	10	36 "	1 1/2 "	43 00
X 86.....	10	36 "	1 1/2 "	43 00
X 87.....	10	36 "	1 1/2 "	43 00
X 88.....	10	36 "	1 1/2 "	43 00
X 89.....	10	36 "	1 1/2 "	43 00
X 90.....	10	36 "	1 1/2 "	43 00
X 91.....	10	36 "	1 1/2 "	43 00
X 92.....	10	36 "	1 1/2 "	43 00
X 93.....	10	36 "	1 1/2 "	43 00
X 94.....	10	36 "	1 1/2 "	43 00
X 95.....	10	36 "	1 1/2 "	43 00
X 96.....	10	36 "	1 1/2 "	43 00
X 97.....	10	36 "	1 1/2 "	43 00
X 98.....	10	36 "	1 1/2 "	43 00
X 99.....	10	36 "	1 1/2 "	43 00
X 100.....	10	36 "	1 1/2 "	43 00

Packed 25 in a box; 500 in a case.

Wadding: One grease proof, two black edge, one cardboard.

Order by number and state kind of powder and size of shot.

NOTE—Specify "X" before load number, as "X" denotes this brand only.

## THE IRON CITY SUPPLY COMPANY

IMPORTERS AND DEALERS IN

### Fire Arms, Ammunition & Sporting Goods.

420 S. LANG AVE. PITTSBURG, PA.

# \$1,000 REWARD

WILL BE PAID FOR EVIDENCE THAT SECURES THE ARREST AND CONVICTION UNDER THE INTERNAL REVENUE LAWS OF ANYONE FOR REFILLING BOXES OF THE

BOOK

AFRICANA

ANTIGUEDAD

CAROLINA

COMERCIAL

CORONA

ESPAÑOLA

ESTELLA

FLOR DE CUBA

DON QUIXOTE

CABANAS

FLOR DE MURIAS

FLOR DE YNCLAN

HENRY CLAY

INTIMIDAD

J. S. MURIAS

MERIDIANA

ROSA AROMATICA

ROSA DE SANTIAGO

VENCEDORA

VILLAR Y VILLAR

MANUEL GARCIA

WITH DOMESTIC CIGARS, OR UNDER THE CRIMINAL LAWS OF NEW YORK FOR COUNTERFEITING ANY OF THE LABELS, BANDS OR RIBBONS USED ON THESE BRANDS OF

IMPORTED HAVANA CIGARS

## Havana Tobacco Company

III FIFTH AVENUE, NEW YORK

Mr. Dealer:—Let us quote you our Special Price on this popular brand.

All through the Smoker's alphabet,  
from "A" way down to "Z."

The letters that he loves the best

Are

The  
Best  
5 cent  
Cigar

# O.I.C.



An Exceedingly Fine Smoke.  
For Sale

at all good stores and hotels.  
JUL. ALVAREZ & Co., Makers, Allentown, Pa.

Sample box sent "express prepaid" upon receipt of 50c.

Please mention THE SMOKER'S MAGAZINE to advertisers.

## The Best TONIC

When you are all tired out, feel weak, sleep does not rest and the digestion and appetite are poor, there is no remedy so effective as **Horsford's Acid Phosphate**. It is a nerve food and a tonic that nourishes and strengthens the entire system. Insist on having

### **Horsford's Acid Phosphate**

If your druggist can't supply you we will send small bottle, prepaid, on receipt of 25 cents.

Rumford Chemical Works, Providence, R. I.

## MENNEN'S



**BORATED  
TALCUM**

## TOILET POWDER

**DELIGHTFUL AFTER BATHING, A LUXURY AFTER SHAVING  
Beautifies and Preserves the Complexion.**

A positive relief for PRICKLY HEAT, CHAFING and SUNBURN, and all afflictions of the skin. For sore, blistered and perspiring feet it has no equal. Removes all odor of perspiration. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless substitutes, but there is a reason for it. Sold everywhere, or mailed for \$1.00. Avoid nameless imitations. (Sample Free).

GERHARD MENNEN CO., Newark, N. J.

Something  
New

**Mennen's Violet Talcum**

Something  
Exquisite

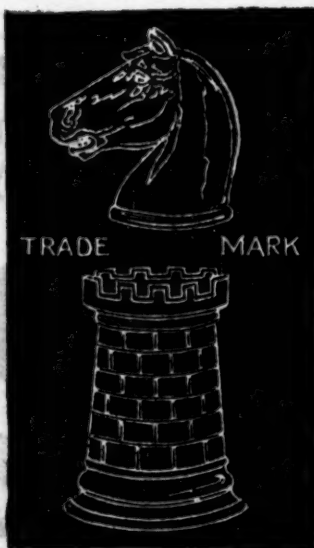
## Ruy Lopez Ca.,

Manufacturers of

### **Vuelta Abajo Habana Cigars**

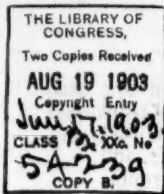
Exclusively.

**20 Fulton St., Cor. Front,  
New York.**



**"ALWAYS AS FINE AS TOBACCO GROWS."**





# THE SMOKER'S MAGAZINE

∴ The only Monthly Magazine issued solely in the ∴  
∴ interests of the Smoker and Tobacconist..... ∴

Vol. XI.

August, 1903.

No. 2.

## Tobacco's Royal Slaves.

**I**N the curling wreaths of tobacco all men are equal. Royal personages enjoy the pipe as well as commoners. King Edward VII. never tried to hide the fact that he enjoys his "whiff." Once a certain well known society woman, a violent anti-smoking nuisance, said to him (he was then the Prince of Wales): "Sir, as the leading gentleman in England, do you not think that you ought not only to refrain from smoking yourself, but encourage others to give up smoking?" "Madam," frigidly and emphatically said the Prince, "many years ago I began smoking. I have smoked ever since. I enjoy smoking. In all probability, madam, I shall keep on smoking."

The Duke of Connaught, on being asked by an American beauty whether he approved of smoking, answered, "Yes, indeed! There are two things which I trust I shall never lose—my honor and my tobacco pouch."

When the Khedive of Egypt visited England some time ago he suffered with some throat trouble which kept him on his yacht for a few days. After a careful examination, Sir Douglas

Powell, the great throat specialist, said, "I believe your Highness does not smoke in any shape or form?" "You are right, sir; I do not smoke. Well, indeed, do I remember the first and only time I was ever persuaded to try a pipe. After the experiment I reclined in a most undignified position in a certain room in my palace, making most unkingly gestures and grimaces. You English people are, I believe, great smokers."

During some recent disturbances in Turkey the Sultan was much worried. One day he sorrowfully said to his leading physician: "Ah, how awful are my troubles, to be sure! Life would be quite intolerable if it were not for my cigarettes and my wives."

A short time ago the Queen Regent of Spain was telling her son, the young King, how very poor his country was becoming and what need there would be of reform and economy in many respects. "Mother," said the young monarch, "I have quite made up my mind that we must all give up something for the sake of my country—some luxury. I, for my part, have determined to give up smoking."

### A Tobacco Planter's Story.

**F**OR a number of years I ran a tobacco plantation in the Island of Cuba," remarked a middle aged gentleman to a number of friends recently, "and at the very outset met with the same difficulty every other manager had for the last two hundred years. About three times a week was saint's day for all hands, and they'd knock off work to hang around the villages. It did no good to coax or threaten. I simply had to take it out in cussing them. When I first took hold I was waited upon by a priest, who wanted to know what sum I would pay over to him monthly for the benefit of the souls of my people. He had the flock in charge, and it was customary at all plantations to pay a regular stipend, but when the men began to keep saint's day I went to the priest and complained of the interruptions.

"Señor, it is the custom and cannot be changed," he replied. 'If my people did not respect the saints what would become of their souls?'

"I said no more, but when the second monthly pay day came around I was better prepared for the occasion. The priest was on hand for his stipend, as was every hand for his wages, but I gave it out that no one would be paid. Great excitement followed, and pretty soon the priest came to the office to ask why the money was withheld.

"It is St. John's day and I am not working," I replied. 'I also have saints to look out for, as I forgot to tell you.'

"But you will pay to-morrow?"

"To-morrow is St. Thomas' day."

"And the day after?"

"Is St. David's day."

"He looked blank for a minute, and then said:

"Señor, there seems to be more saints than money. Can't we spare a few of the former?"

"Half an hour later I had knocked

out all the saints in my calendar, and he had let go so many of his that they came in only on Sundays and after that we had no further trouble and the plantation made money."

### A Clear Title.

**M**AY I come in?" asked the careworn shade, as St. Peter appeared in response to his knock at the gate.

"What was your occupation while on earth?" asked the veteran gate-keeper.

"I was a cigar dealer," replied the applicant.

"Of course you sold a 10-cent cigar for 5 cents?" said the old man in a tone that savored of sarcasm.

"No, but I paid \$40 per thousand for my 5-cent goods," answered the man outside the golden portals.

And after St. Peter had recovered from the shock he threw the gate wide open and invited the new arrival to enter and take his choice of harps and halos.

### A Washington Cigar Store.

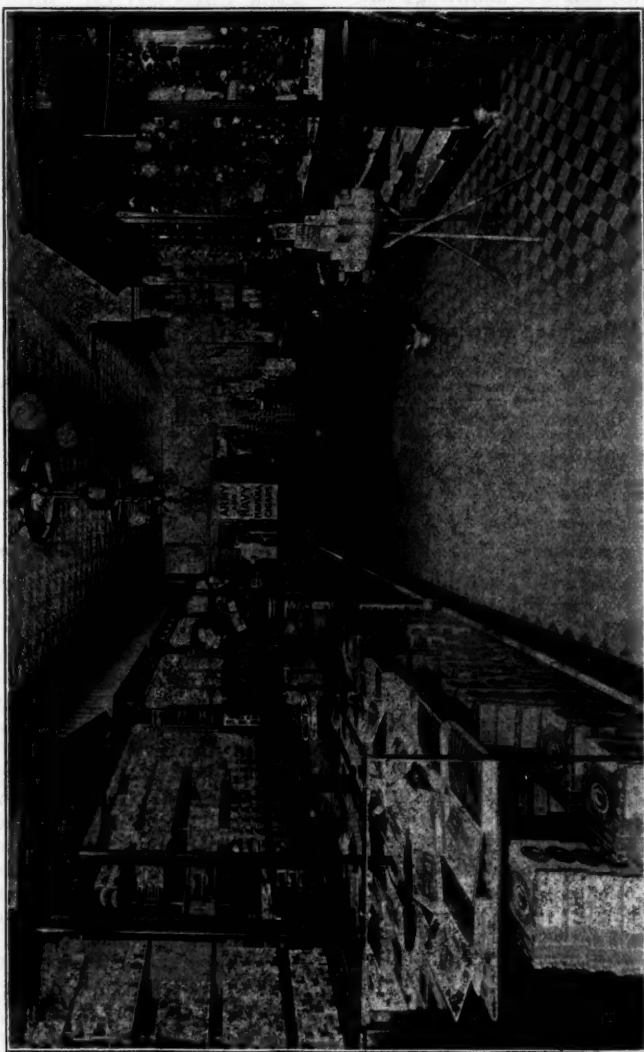
**T**HE accompanying half-tone illustration is an interior view of the handsome and attractive cigar establishment of Henry T. Offterdinger, 504 Ninth St., N. W., Washington, D. C.

This store is 20 ft. by 60 ft. The ceiling and side walls are covered with steel sheeting. In the rear is located the general office and back of this private office. The wall cases are all natural mahogany with piano finish and built on plans drawn by the proprietor. The pipe display case is said to be the most convenient as well as the handiest case ever built for the display and sale of pipes; while hundreds of pipes are convenient for the inspection of the customer, the handling and scratching of them is entirely avoided. The counter cases are plate glass with green marble and onyx

base and mirror backing. A special feature of the counter cases is the cash register counter, which is built to

the store leads into the manufacturing department.

The proprietor, Henry T. Offer-



INTERIOR OF HENRY T. OFFERDINGER'S STORE, WASHINGTON, D. C.

imitate a show case front and sides, lined with mirrors, the back containing drawers. A door in the rear of

ding, was born in Lynchburg, Va., and at the age of 14 came to Washington to learn the cigar manufacturing

business under the tutorship of his uncle, an old cigar manufacturer, where he was put through every department from stripping to packing cigars. This practical knowledge has been invaluable to his success. Starting in business on his own account in 1888, in a small way, he has grown to be the largest cigar manufacturer in the Capital City and may well pride himself on having a store, which is said to be one of the most perfectly fitted in the United States. Mr. Offterdinger is ably assisted in the management of his business by Frank B. Haskell, Nelson B. Guenther, Jas. B. Williams and Arthur Richardson.

### Red Register Bureau.

**W**E have unsurpassed facilities for Registering Trademarks or Titles for Cigars, Tobacco, etc., and guarantee prompt, careful and superior service.

Registration, with Sealed Certificate.....\$1 00  
Full Search, resulting in rejection......25

Draft, Money or Express Order for \$1.00 must be sent with each application, to secure entry; otherwise no action taken. If title is rejected, 75c. is refunded or applied as desired.

State whether title is for cigars, tobacco (kind), cigarettes, plug or snuff. When not mentioned entry is made for cigars only.

Let us Register your Brands.

THE SMOKER'S MAGAZINE CO.  
TIMES BUILDING, NEW YORK.

Notice is hereby given that the titles herein set forth are owned by the persons, firms or corporations named with each, and are valid and subsisting trademarks for the goods mentioned.

### TITLES REGISTERED.

GROVER'S SPECIAL. No. 17,334. Registered January 16, 1903, 10.00 A. M., for Cigars. N. Grover, Buffalo, N. Y.

DR. CEPHAS L. BARD. No. 17,335. Registered February 24, 1903, 9.15 A. M., for Cigars. McGonigle & Mackin, Ventura, Cal.

BEN UPPER. No. 17,336. Registered March 9, 1903, 9.30 A. M., for Cigars and Tobacco. B. Goldfarb, Prop., Ben Upper Cigar Co., Buffalo, N. Y.

CITY HALL CROOKS. No. 17,337. Registered March 25, 1903, 10.00 A. M., for Cigars and Tobacco. B. Goldfarb, Prop., Ben Upper Cigar Co., Buffalo, N. Y.

### TITLES TRANSFERRED.

WITHOUT BINDER. No. 17,283. Transferred June 9, 1903, by Henry Mayer & Sons, Galesburg, Ill., to Maple City Cigar Co., Monmouth, Ill.

### TITLES REJECTED.

Sunny Jim, Knights of the Royal Arch, Union Call, Cigar Dealers' Association, Three Jacks, Bon Ami, Dude, Cuban Bloom, Country Club, Rexall, Club House, Red Raven, Union Skill, Union Glory, Union Guaranteed, Little Duke, La Venus, Reliance, Gems, Baby Grand, Little Havana, Havanola, El Carro, Defender, Country King, Union Flyer, Our Best, Southern Belle, Arrow, Eagle, Royal Flyer, Tip Top, Mountain Maid, Deposit, Big Chief, Solitaire, Verifine, Strand, Redskin, Silver Heels, La Belle Union, King Abajo, Yale, Union Smokes, El Dorado, Hiawatha, Royal Velvet, El Nico, Manhattan, Invaders, Red Rose, Railroaders, Mahatma and Consolers.

### Improvements Increase Trade.

**T**HERE is no time like the present for improving the store and thus get your establishment into first-class shape for the opening of the Fall business. Nothing so adds to the appearance of a cigar store as handsome and substantial show cases and wall cases. An attractive store always attracts trade, and attractive fixtures do not necessarily cost as much as the old and worn out sort—the old fixtures cost more through their untidiness and unattractiveness. Be up-to-date and keep your store at the head of the procession—the increased trade will more than warrant it in a comparatively short period. Communicate with the John Hofman Co., manufacturers of store fixtures of the right sort, 30 and 32 So. Water St., Rochester, N. Y., and have them at least send you their handsomely illustrated catalog in which is shown much to interest you.



## Window Dressing and Store Advertising



REQUENT changes in the window display should be made the invariable rule in every well regulated cigar establishment that desires to make the best display and most effective use of its window advertising—two changes each week are infinitely better than one change, or at least make it an inflexible rule that the window

glass once a day, or even two times if necessary, and look out for finger-marks and mud splashes, the trademarks of the average urchin who seems to delight in the pass-time of leaving an especially large blotch on the glass.

©

A prominent New York cigarman says that the proper time to re-dress his window is just as quickly as he can detect the slightest collection of dust



AN UNTIDY DISPLAY.

must be dressed and the display radically changed at least once every seven days.

©

The effect of a handsome window display is many times lost through neglect to keep the window glass clean, and nothing so detracts from a pretty window, no matter how well it may be arranged, as an accumulation of dust or the varied streaks of mud from a recent rain. Clean the window

particles on the boxes of cigars, pipes, etc., displayed in the window. That is certainly an excellent method, and still a window display can many times be arranged so that it is quite possible for one to get into the window by disarranging a few articles and with the use of a feather duster or dust cloth remove the dust, and polish or brighten up the various goods shown.

©

The window should never be allow-

to take on that stale look, which it will surely do when the goods are seen through an accumulation of dust. The window must be kept scrupulously clean and the inside of the window glass should be thoroughly cleaned and polished everytime the display is changed.

⊙ Husband—"How much do you pay for embroidery silks?"

Wife—"Oh! about 10 per cent. of what you pay for cigars, my dear."

⊙ Strive to have an individuality about your show window and make it different from any other cigar store window in your town, and let that individuality be a bright, catchy and changeable one. In order to bring about this result it will necessarily require some little study and time—anything that is worth doing at all is worth doing well, so do it just as well as you know how, and the show window will return to you many times over every minute's attention bestowed upon it. The time spent by the tobacconist in his window is always sure to prove a gilt-edged investment.

⊙ Practically nothing is gained by over crowding the show window or jamming it full of goods of all sorts. As we have urged in this department many times in the past, a choice selection of goods—as few as consistent well displayed, will prove many times more attractive and more effective; and the percentage of deterioration or depreciation of value will be proportionately less. Almost every store-keeper knows that none of his stock is benefited by being displayed in the show window, for the reason that the sun and dust will eventually succeed in ruining the major portion of all goods displayed, and for that reason, if for no other, it is well to display as few goods in the window as possible.

⊙ A box of choice cigars can be entirely ruined in a very short time by ex-

posure to too much sun in the show window, and in case it is allowed to remain there for any length of time the cigars are unfit for the purpose for which they were made through accumulated dust and drying out. It is most unwise to offer such goods to customers, unless the store-keeper has more trade than he desires. Such goods should be disposed of "as is," and not misrepresented in the slightest degree.

⊙ Boy (with big cigar to boy smoking a cigarette)—"I'll be glad to see de day, Harold, w'en youse gib up dose perneeshus sigarettis and smokes segars like a man."

⊙ A general show card to keep before the passing smokers the fact that the cigar store carries everything they may need, may read thus:

**Yes, Sir,**



**We handle a  
choice line of  
everything a  
smoker needs  
and the**

**Prices Are Right**

⊙ An illustration may be used in connection with this card as appears herein and thus make it more catchy and attractive.

⊙ When a display of your leading brands is made in the window you can do well to make use of the following:

**We Use This  
Cigar For**

## **RIVETING TRADE**

**And It Does It  
Every Time.**

The wording may be varied if desired, but the catchy phrase displayed in the center of the card can hardly be made better. The price and name of the cigar could also be added to good advantage.

The card suggestion following can be put to most excellent use—the wording in center of card may of course be made appropriate and in keeping with any cigar the store keeper desires to advertise.

**Does Your  
Friend Smoke?**

NO MAN CAN BUY  
A BETTER CIGAR  
THAN OUR BROAD-  
WAY BOUQUET. IT  
IS 10 CTS. STRAIGHT  
AND YOU'LL SAY IT'S  
WORTH IT EVERY  
TIME.

**Treat Him.**

The wording at top and bottom should *not* be changed—it can not be improved upon, and the point made will be appreciated. No two men will read it at the same time without its causing a smile to overspread their features, and it will be found that this suggestion can be used by the average cigarman with much profit.

The vacations of various smokers are necessarily at various times, depending largely upon their business and the necessity of some taking their summer outing earlier in the season and others considerably later. Vacations are in order in many cases up to the first of October, and announcements to catch the man's trade who is about to leave town for a short trip are therefore most apropos at the present time. The following show card is intended to act as a gentle reminder to those who have not as yet been able to absent themselves from the city, and may read:

**Vacation  
Smokes**

OF THE HIGH QUAL-  
ITY OBTAINABLE  
HERE ARE NOT AL-  
WAYS TO BE HAD  
WHERE YOU ARE  
GOING.

**Buy Them Now**

Of course other cards of a similar character have been suggested in this department in our previous issues, but it is well to change show cards just the same as you change your window display.

A sign for general use which can be gotten up to suit the average retailer, might read as follows:

**WE  
WANT**

**You to try our  
goods. We can  
prove to your en-  
tire satisfaction  
that we deserve**

**YOUR  
TRADE**

When the idea is properly carried out a valuable card will be produced.

A. Schreisheim makes a specialty of high-grade smokes at his various cigar stands in New York, and he recently imported some very choice smokes which sell at a high price, on which the card following was displayed:

**Smoked by the**

**CROWNED HEADS  
OF EUROPE AND A  
FEW OF THE UN-  
CROWNED KINGS  
OF THE**

**United States**

This card and the high price of the

cigars attracted considerable attention.

"Dat were a very excitin' jackpot I won las' night on a bluff," said Erastus Thompson, as he tilted his cigar and dropped his hat over his eye. "Did you raise de opener?" asked Sambo Sunflower. "No, suh; I opened my razur."

To direct special attention to any brand of cigars on which the store-keeper desires to make an extra strong push, the idea following is suggested:

**Summer  
Nights  
Dreams**

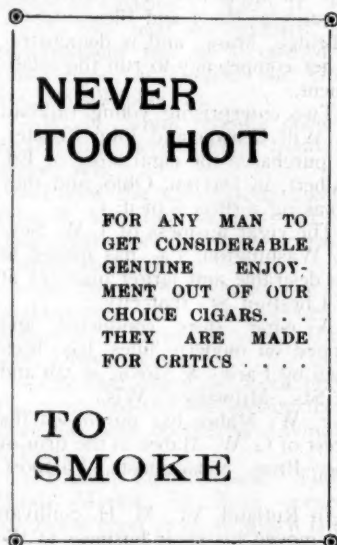
**ARE MADE MORE  
PLEASANT BY SMOK-  
ING OUR "SUC-  
CESS" CIGAR.**

**It's 10 Straight**

The name of the cigar to be advertised is of course to be substituted where the word "Success" appears on the card, and one or two of the cigars may be attached to the bottom of the card if desired.

A hot weather announcement, with

display at top and bottom of the card may read thus:



If thought wise the name of the cigar may be added and the wording in the center changed to suit the case.

James W. Geyer, the aggressive tobacconist on West 34th St., near 10th Ave., New York, is a firm believer in the efficacy of window advertising, and is himself the originator of many fetching schemes for increasing his trade. Recently Mr. Geyer placed a handsome eight-day clock in his window, which was fully wound up in the presence of many of his customers and set at the correct time. A coupon, good for one guess at the exact time at which the clock would run down and stop, was issued to each customer and the person who made the closest guess was awarded the clock. This is a good scheme and might also be used by other retailers to good advantage.

"Why did your union fire its walkin' delegate?"

"Aw, he asked for a raise in wages."

### How Tobacco is Judged.

**C**OLOR, burn and texture are the three things which the grower of tobacco has chiefly to consider. At present the trade calls for a light cinnamon-brown shade, which must be uniform, not mottled. The leaf when rolled on a cigar and smoked must leave a white or light ash, which does not flake off and fall into one's bosom or over his waistcoat, and it must not "coal"—i. e., have a black, charred ring just behind the ash on the burning cigar. This is sure to give a bad flavor and taste. The leaf also must burn freely, and when lighted hold firm for a reasonable time. It must have a soft, silvery texture, glossy surface and the elasticity of a piece of kid, so that it may be drawn smoothly and closely about the cigar. Flavor is not wanted in Connecticut tobacco, for if there be much of it it is sure to be bad. Perfect burn, color and texture can be got in the northern climate, but a delicate and agreeable flavor has not yet been obtained. Flavor is conditional upon soil and fertilizers. It is desirable, therefore, that the leaf be natural, without taste, as far as may be. We get the flavor wholly in the Cuban filler. To obtain these qualities of leaf is the problem of the grower—a much more complicated one than meets the ordinary farmer.

### Smoking in Germany.

**C**IGARS and cigarettes are almost universally used in Germany. The numbers of persons engaged in their manufacture in the monarchy in 1902 was 175,000. This work is more largely carried on in villages than in cities. Those who till the soil live for the most part in villages during the winter and make cigars at exceedingly low wages. Thus it happens that the city of Mannheim, which is an important center of the trade, has not a single cigar factory. Nearly half of the raw tobacco imported is from Holland.



### Retailers' Review.

**J**OHN AHERN, Indian Orchard, Mass., has opened a first-class cigar store which will undoubtedly prove a great success.

—Howard F. Kinsey recently sold the Imperial Cigar Store on Penn Ave. near 7th St., Reading, Pa., to William H. Borrell, and has installed his son, H. J. Borrell, as manager.

—The cigar store of Albert S. Hartman, 809 Penn Ave., Reading, Pa., has been purchased by Daniel Trumbore, who will add manufacturing and wholesale departments.

—A store being conducted on modern lines, and which promises to be a great success, has been opened in Spencer, Mass., by A. O. Doolittle.

—The cigar establishment recently conducted by Walter E. Dow has been purchased by Harry A. Cook, Lafayette St., Salem, Mass. Mr. Cook is well able to conduct the business in a manner that will bring good results.

—Very attractive and in every way first-class is the new cigar store lately opened by Davis & Eisgler, Third and J. Sts., Sacramento, Cal.

—Alfred Bordes recently opened a very attractive cigar store at 227 N. 9th St., Reading, Pa.

—A neat and up-to-date retail cigar establishment has been opened at 21 N. Main St., Port Chester, N. Y., by Winfield Scott Lyon.

—George DeWald, Waterloo, Ia., owing to unusually good business has removed to East 5th St., where he has better accommodations and additional facilities for catering to an excellent trade.

—Paul Short, who formerly managed the cigar stand in the Vonhof Hotel, Mansfield, Ohio, has purchased the cigar business of S. C. Durling, Marion, Ohio. Mr. Short is "long" as to his ability to do a first-class business.

—What looks like success from the start is the cigar store which was lately opened by Almon V. T. Pine, in Marblehead, Mass.

—Miss Kate O'Hara, who was for-

merly employed as clerk in the Dinsmore & O'Hara cigar store, has opened up an attractive and up-to-date cigar store at River and Pleasant Sts., Cambridge, Mass., and is demonstrating her competency to run the establishment.

—Two enterprising young railroad men, Will Benson and John Koester, have purchased the cigar store of Ed. C. Albert, in Dayton, Ohio, and they are making a success of it.

—The cigar business of J. W. Seybold, Washington, Pa., has moved to more desirable and larger quarters at East Chestnut St., that city.

—A cigar store conducted and equipped on modern lines has been opened by Farley & Moyle, at 5th and Pine Sts., Milwaukee, Wis.

—F. W. Mabree has purchased the interest of G. W. Mabree in the firm of Mabree Bros., tobacconists, Eastport, Me.

—In Rutland, Vt., M. H. Sullivan has removed his cigar business to the Brunswick House Building, which affords more room for his constantly increasing trade.

—L. T. Jennings has opened an up-to-date and handsomely equipped cigar stand in the lobby of Brown's Hotel, Galesburg, Ill., and it has taken him a comparatively short time to build up a most desirable trade.

—The cigar store formerly conducted by Joshua Burley, Tyrone, Pa., has been purchased by Ambrose Miller, who will make improvements in stock and equipment.

—A neat appearing and first-class cigar store has been opened by Geo. W. Robinson, in the Commercial House Building, Bath, Me.

—Misses Lizzie Healey and Bessie Taylor, two pretty, able and practical young business women have opened a retail cigar establishment in Provincetown, Mass., and are building up a good trade.

—Patrick Doud has purchased the cigar store formerly conducted by Phillip Ferry, on South Wyoming St., Hazleton, Pa. He is well able to run

the business and make it a success.

—In Bronson, Mich., a very attractive and up-to-date cigar store has been opened by Charles T. Mallo, Jr.

—A very neat and modern cigar establishment has been opened by Jones Bros., at Dunton and Girard Sts., Philadelphia, Pa.

—W. H. Smith recently opened a cigar and tobacco store in South Superior, Wis.

—Under the able management of John B. Van Lear, a neat and first-class cigar store has been opened in Chambersburg, Pa.

—An attractive and handsome cigar establishment has been opened by Robert A. Hoffman, at 106 S. Broadway, Denver, Colo.

—On East Main St., Lock Haven, Pa., a modern and well equipped cigar store has been opened by Livingston & Probst.

—Frank Condon and Thomas Hinds, Morris, Ill., have opened a handsome cigar store, to which is connected a manufacturing department.

—San Jose, Cal., has another attractive and up-to-date cigar store under the able management of Bailey & Bielbach, who are competent to make a success of the business.

—The St. Albans Cigar Co. has opened a very attractive retail cigar establishment on Main St., in St. Albans, Vt.; E. D. Clark is president of the enterprising concern.

—A store conducted along modern lines was recently opened by Miller & Quigley, Spokane, Wash.

—O. J. Heiser has opened an up-to-date cigar and tobacco store at the corner of 2d and Gordon Sts., Allentown, Pa.

—In Salem, Mass., the cigar establishment recently owned by S. Bernson & Co. has been purchased by J. N. Pike Co., of Lynn; C. E. Dow and J. F. McGlew have assumed the active management of the business.

### New York Amusements.

**P**ROCTOR'S 23d St. Theatre is one of the coolest places to be found in New York, which desirable state is characteristic with this house, the result being obtained through special construction and both mechanical and natural appliances. Notwithstanding the warm weather the bill of play at this house, as well as at Mr. Proctor's other theatres, is always up to the standard of merit. Comedy, interspersed between the acts with many new vaudeville specialties, may be seen at the 5th Ave. Theatre, 58th St. Theatre and 125th St. Theatre, while at the 23d St. Theatre practically straight vaudeville of a high order is in vogue. One may be assured of a splendid entertainment, courteous treatment and every possible modern comfort at any of Proctor's Theatres.

The floating roof garden on the Grand Republic presents a bill among which are numbered many headliners.

Brighton Beach Music Hall is presenting an excellent comedy bill.

The 225th performance of "The Wizard of Oz" at the Majestic occurs early this month.

Luna Park, at Coney Island, is making great preparations for a "Colossal Carnival of Nations," when historic spectacles of the world will be the stellar attraction.

"The Runaways" at the Casino practically have Broadway to themselves, but only so far as theatrical attractions go.

"The Earl of Pawtucket" will leave the Manhattan and locate in the Princess Theatre for a long run.

Hammerstein's Paradise Roof Garden is presenting a strong bill.

Duss's Madison Square Garden concerts continue to please large crowds—"Venice in New York" is a spectacle worth going to see.

Guest—"Waiter, bring me a cigar."

Waiter—"Yes, sir. Five or ten?"

Guest—"One! I said a cigar."

Hunter—"Any big game around?"

Native—"Nope. Penny ante an' five-cent limit is about the average."

# THE SMOKER'S MAGAZINE

PUBLISHED BY

THE SMOKER'S MAGAZINE CO.  
42 ALBANY ST., NEW BRUNSWICK, N. J.  
AND  
TIMES BUILDING, 41 PARK ROW,  
TELEPHONE, 4266 CORTLANDT.  
NEW YORK CITY.

Issued the first of every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance, beginning at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

SUBSCRIPTIONS remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue, when payment of all arrears must be made.

ADVERTISING rates furnished upon application. ENTERED at the New Brunswick, N. J. Post Office as second class mail matter.

VOL. XI. AUGUST, 1903. No 2

**I**T is said that a man always finds what he looks for. Therefore be constantly on the lookout for ways and means to create and secure new business.

Choice goods and an attractive window display backed up by a prosperous looking store, and courteous salesmen will help the tobacconist who is looking for more dollars.

Make a friend of every customer if it is possible; it is out of the question to be friendly with some men but you can at least be sociable with all.

A few comfortable chairs scattered round the store on a warm day, where a man may sit down a few moments to rest and smoke, will be appreciated by the average customer. Palm leaf fans and iced water will also be gratefully received.

Safety matches are the best for

"give away" purposes, for the reason that a small box of them, with the tobacconist's name on the box, will be carried around by the smoker until all of the matches are used. Parlor matches inasmuch as they can be lighted anywhere are usually carried in the pocket and the box thrown away.

It is always good policy for a man to exhibit his best points—show your best goods in the best possible style in your window, and see to it that your store and window is not a duplicate of the cigar store across the street or on the next block.

Keep your eye on the vacationists and endeavor to load them up well with smoking goods before they leave on their summer tours. It is well not to lose sight of the fact that good pipes are most saleable at this season of the year.

Why would it not be a good idea to secure the summer address of every one of your customers before they leave on their vacation, and write them a nice letter suggesting that in case their supply of smokes should run low that you will be pleased to forward any goods to them by mail or express and will give all orders your careful and personal attention.

In this way you can keep in touch with your customers, and keep them supplied with their favorite goods, and at the same time increase your business. The average customer, rather than take offense at your suggesting his ordering by mail, will no doubt appreciate your endeavors to keep him supplied with smokeable goods.

Make your money work for you—do not allow it to be tied up on your shelves in unsaleable goods. Glance over your stock, and you will doubtless locate several small lots of cigars and tobaccos that might better be out and away and the money invested in



more quickly moving goods, and your money will thus be constantly working for you.

©

Study to turn over your capital just as many times a year as you possibly can—the oftener this can be accomplished the more money will you have in the bank at the end of the year. Quick sellers are what you want and it is therefore well to see that there is no “drones” in your bee-hive of industry.

©

Get rid of old small lots at almost any price—the longer you keep them the less valuable they are to you, and the more they will have cost you if you will figure the interest on your money. The “summer bargain sale” will sometimes wipe out an accumulation of odds and ends and sometimes aid materially in adding to the daily receipts of the store.

#### Queries Answered Department.

**W**E will answer any questions that may arise for our readers whether they are subscribers or not, and we trust our readers will make as liberal use of this department as they wish. If a reply is required by mail a two-cent stamp or postal card should be enclosed, otherwise answers are printed in this column as space permits. Whenever you are in doubt about anything, drop us a line.

H. B.—Cigar factory No. 482, 3d District of New York, is owned and operated by Messrs. Berran & Co., 737-9 First Avenue, New York.

G. W. C.—Correspond with The Trow Directory Co., of New York, they publish the New York and various other directories, and claim to have on file in their office a copy of almost every directory published.

L. C. C. Mfg. Co.—We would recommend the Nall & William Tobacco Co., of Louisville, Ky. Have also written you fully.

W. A. B. S.—Cigar factory No. 1116, 3rd District, of New York, is operated by the United Cigar Manu-

facturers' Co., at 1020 2d Ave., New York.

B. Son.—We believe you refer to Jac. Langsdorf Sons, 5th St. near Green, Philadelphia, Pa.

J. A. M.—The cigarette you mention is not on the market at present and we believe their manufacture was given up some time since.

#### Tobacco Industry in Turkey.

**I**N a recent report the Consul-General of Austria-Hungary at Constantinople says: “The largest and most important industry in Turkey is the manufacture of tobacco. The industry is in the hands of a company which has been granted a monopoly, with a capital stock of \$20,000,000, of which only half has been paid in. The Regie, as it is called, has factories at Constantinople, Smyrna, Salonica and Samson, as well as several others of less consequence in the interior. Engines and machinery for cutting and manufacturing tobacco were imported from England, cigarette machines were brought from Russia, and the remainder of the necessary machinery came from Austria and Germany. The company employs in its divers establishments as many as 4,500 men and women, and last year sold 16,794,118 pounds of tobacco, 15,959,000 pounds of which were in the form of packet tobacco, and the remainder in the form of cigarettes.”

#### A Nice Cool Smoke.

**I**N the snowy regions of the Himalaya mountains, it is said, little smoking funnels are made in the frozen snow, at one end of which is placed some tobacco, along with a piece of burning charcoal, while to the other the mountaineers place their mouths and, lying flat on their stomachs, inhale the smoke of the glowweed.

This is at least a cooling story for summer reading.

### Miscellaneous Musings.

**K**EY WEST trade still continues to be on the move, and good cigar makers have no difficulty in finding employment; business was never better and the rain has done wonders for the crop, which had become hard and brittle during the long dry weather. It looks as though this would be a very prosperous season.

—The exports for May were satisfactory. Leaf tobacco showed a considerable increase, but stems, cigarettes, plug and snuff fell off a little. The total exports are \$496,314 greater than the same period of last year. The import shipments of leaf tobacco show a falling off, while cigarettes and cigars are on the increase.

—The Retail Cigar and Tobacco Dealers' Association of New York is much pleased with the results produced by the coupons and certificates which are given to customers; the members of the organization have found that their business is steadily increasing. Business men who formerly bought their cigars down town, now patronize the stores in the vicinity in which they live, and the dealers are enthusiastic over the coupons, as they bring a good many into their stores who otherwise would go elsewhere.

—The output of the factory of Bustillo Bros. & Diaz, Tampa, Fla., is very satisfactory to Felipe Bustillo as well as the other members of the firm, as they are turning out a large volume of clear Havana cigars a day, and the inventory shows an increase of over a million cigars for the first half of the year over the corresponding period of last year. Henry the Fourth and the other popular brands of this concern stand high in the regard of critical smokers.

—Reports have it that tobacco was brought into Japan and smoked there as early as the XVI century, and also that it has been grown there ever since.

—Trade is again moving along

proper lines in St. Louis. Goods that were mislaid, mixed-up or suffered from the flood are now being straightened out and in a short time everything will be progressing as well as ever.

—The inventory of Simon Batt & Co. shows a handsome increase over the first six months of the year 1902. Mr. Batt has planned another trip to Havana, although he has only returned from there a few weeks since.

—A damage suit has been brought by the Havana Commercial Co. against Ehrman Bros. & Co. and A. Santaella & Co. for placing of counterfeit La Africana bands on cigars in Optimo boxes. The Ehrman Co., it is alleged do not deny this, but assert it was done merely as an object of enjoining the entire trade, and that they were innocent of fraud.

—Business is moving rapidly in the factory of P. Pohalski & Co., Key West, Fla., and there is no room for complaint of dull business; there appears to be good reasons for a big summer trade.

—Business in the Roycroft Segar Shop is good, and John W. Merriam declares that their business outlook for the year is only limited by the factory's capacity and they are working well up to the limit at the present time.

—Business has commenced to pick up in Tampa, and many cigarmakers who are laid off, have been taken on again. There will undoubtedly be a short lull during stock taking. Tobacco is reported of good aroma while the burning quality is all that can be desired.

—D. Emil Klein and Joseph Wertheim of the firm of E. M. Schwarz & Co., New York, are both visiting the trade in the West, and the orders they are sending in together with orders that are being received from their other representatives promise a busy time at the factory for many weeks to come.

—Robt. E. Lane has made an agreement with the Ardath Tobacco Co., of London, England, that if their goods

# MI FAVORITA

## CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

# PARK & TILFORD,

*Broadway, corner 21st Street,*

*NEW YORK.*

**PRICE LIST ON APPLICATION.**

# SAURMAN'S

The May Belle.



Patented June 10, 1902.

## New Era Pipe

Is easy to clean, gives a cool, dry, healthful smoke without nicotine. No old pipe odor or taste. The nicotine removed by expansion, collected and retained in the absorbent, cannot reach the mouth to injure the health.

Made of Briar, Price \$1.00 by mail. With fine amber mouth piece, \$2.50. Heavy Sterling silver mounting, \$3.50.

Money back if not satisfactory.

Dealers write for prices. Booklet Free.

Reference: Mon't Trust Co.

**NEW ERA PIPE CO.,**

Dept. 1

NORRISTOWN, PA.

**Smoke Up!**  
*Mayer's 604*  
**PANETELAS**

are the most reliable  
**Stogie Smoke**  
 money can buy.

—SEND—  
**\$1.00 at once for a sample box**  
 and you will be convinced.  
 Special price to dealers—Ask for  
 quotation.

**W. I. MAYER & CO., Makers,**  
 606 Liberty St., - Pittsburgh, Pa.

prove satisfactory to his customers, he will become the sole agent for the company in the United States. Mr. Lane seems confident that the goods will meet with popular favor in this country.

—The new factory of Charles the Great is nearing completion and Salvador Rodriguez intends to remain in Tampa until it is completed, at which time he will superintend the removal of the business into the new quarters.

—A Venetian stock company has secured the monopoly of the tobacco trade of Montenegro, for a term of 15 years, beginning 1904.

—The factory of the Ferdinand Hirsch Co. continues to be rushed to its fullest capacity and there is no room for complaint. All are well pleased with the prospects of a good season.

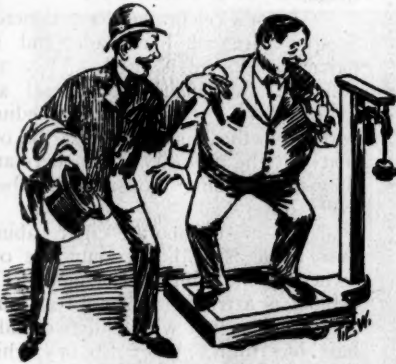
—The recent frost in Wisconsin did a great deal of damage to tobacco, killing many of the tobacco plants.

—There is enough work to fill orders on hand to keep the full force of cigarmakers of M. Sttachelberg & Co., New York and Tampa busy all summer. The present season will prove a very busy and most satisfactory one with this well known concern.

—After a rest of a few weeks the factory of the Theobald & Oppenheimer Co., New York, has resumed work. E. S. Garland, the New York representative of the company, is increasing the sales of Little Brindle cigars in the Metropolitan territory in a most satisfactory manner.

—An ocean of tobacco, on which will float a ship constructed wholly of the soothing weed, perched high on a massive globe, also built of tobacco, on the top of an ornate pagoda formed of tobacco, is intended to be the crowning feature of the universal tobacco exhibit at the World's Fair, St. Louis. The tobacco exhibit will be one of the most important in the Palace of Agriculture and will cover a space 300 feet long by 52 feet wide—here tobacco will be shown in its every form, from the actual seed beds and young plants, through all processes of cultivation and manufacture, with fac-

"Giving a Friend a Weigh."



A Cigar Lighter.

smokers go blocks out of their way to the store that keeps the best five-cent cigar. Then why don't keep a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

## SWEET VIOLET CIGARS

Are GOOD Cigars

*The kind that makes a man risk burning his lips to get the last whiff*

THEY ARE THE "COME AGAIN" SORT; TRY ONE AND YOU WILL BUY MORE

A MAN can smoke one with his head in the air. He can give one to a friend or sell one to a customer and not lose either of them. It has been a strictly popular brand for the past fourteen years, and that's a long time. It will prove a revelation to those who have heretofore smoked the ordinary five-cent cigar.

When a dealer sells a "Sweet Violet" he makes a friend for his store, and friends are money in the cigar business. You know that the best five-cent cigar. Then why

# AUSTIN, NICHOLS & CO.

J. EDWARD COWLES, Mgr. Cigar Dept.

New York.

A sure cure for Dry Cigars and Tobacco.



A cure for foul, slimy, Sponge, Cotton and Felt.

The above devices Nos. 1, 2, 3, 4 and 5, under O. R. Rice's Patent, Jan. 26, 1892, are all adjusted above cigars and tobacco perforated side down, the absorbent in them is mineral and the longer water stand in it the cleaner it becomes. Common sense teaches that moisture is heavier than air and falls and that being a fact dealers with pans underneath their goods only expose their ignorance of the first principle of moistening cigars and tobacco; water absorbed in sponge, cotton or felt becomes slimy and poisonous, that which no smoker should suck and inhale.

Nos. 1 and 2 represent show case moisteners (for every 3 feet) to hang above the retail stock. No. 1 shows practical advertising for cigar jobbers and manufacturers; very low price in quantities. No. 2 for tobacco pans. No. 3, Fans 1/2x12x30 to slide in rear of silent salesman case in place of worthless pan wrongly placed with perforated side up; also size 1/2x17 for each wall case shelf; 1/2x18x40 for storage room, and all sizes for storage chests. No. 5, No gentleman's room is complete without it—no box of cigars can be kept outside of a closed case without it. Give us the number of shelves in wall case and size of show case, and we will ship on 10 days approval.

O. R. RICE & CO., 103 East 14th Street, NEW YORK.

## BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$35 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

## Consolidated Typewriter Exchange,

243 Broadway, New York City.

Telephone, 3889 Cortlandt.

## JOS. ABRAHAM'S, LEAF TOBACCO

Wholesale and Retail.

202-204 Pearl Street, and 113 Maiden Lane, NEW YORK.

TELEPHONE 1853 JOHN.

You Can Easily

## PLAY PIANO

Without Study.

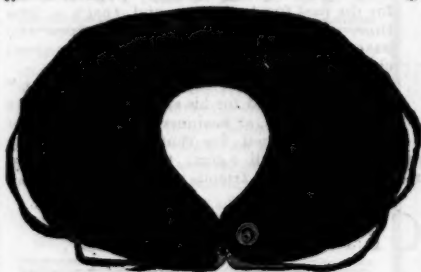
See Advt. on Page 57



As we journey through life let us Rest by the way.

"Nothing so Rare as Resting on Air."

**\$100 Worth**  
of Comfort, and Safety to the  
full value of your Life, all  
**For \$2** Charges  
Prepaid



INFLATED.

For the Fisherman, the Sports-  
man, the Duck Hunter, every  
boat Owner and Canoeist, and  
All who desire

### COMFORT and SAFETY.

- A Yoke to save your shoulders.
- A Swimming Collar for non-floaters.
- A Life Preserver in case of accident.
- A Cushion when waiting in the woods.
- A Back or Head Rest while watching for Ducks.
- A Protection for shoulders from heavy gun.
- A Softener of hard seats.
- A Preventive against rheumatism.
- A Cure for tiresome positions, and
- A Cushion for Camp, Boat, Office and Home.

### CARRY IT IN YOUR POCKET--

### IT WEIGHS JUST ONE POUND.

While you sit and listen for the Whirr of the Duck's Wings—the Call of the Moose—the approach of Deer or Bear—the Rising of the Fish, or the many sounds that promise a good shot or catch, you may be obliged to sit on a cold and hard stone, a wet log or the damp earth; and at such times you'd gladly give

**\$10** For our Sportsman's Air Cushion.  
We sent it, Prepaid, for only **\$2**

Pneumatic Mattress and Cushion Co.,  
2 and 3 South St., NEW YORK CITY

Mention THE SMOKER'S MAGAZINE when order-  
ing and we will pay your subscription for one  
year.

tories, machinery, cigarmakers and cigarette girls, to the finished products.

—Mayor's celebrated "604 Panetela Stogies" are all handmade and no particle of paste is used. They are full size, five inches long, and are made in three colors—dark, medium and light; the "mediums" are the one that suit the majority of smokers and they are pleasing thousands of them every day.

—The most elaborate cigar cabinet ever made is without doubt the one owned by the King of Portugal. The cabinet is a trifle over four feet long, a foot and a half wide and two and a half feet high, made of ivory white tiling with silver trimmings. The cost is said to have been about \$12,000.

—Many eyes are turned toward Mexico, due to the scarcity of Havana wrappers.

—According to Government reports this year's tobacco crop is, with few exceptions, making most favorable progress. Rain is needed in some sections of the tobacco growing districts.

—Well, well! Is it really a fact that Thaddeus H. Howe has resigned the presidency of the Cigar Dealers' Association of America, and will now step down and out and permit the good work to go on? So it seems; and as Robert E. Lane was first vice-president of the organization, Mr. Howe's resignation makes Mr. Lane the new president. All power to President Lane—may he be able to quickly smooth out the wrinkles and bring about harmony, with a large H. Without perfect harmony in the organization little or nothing can be accomplished—the Chicago wrangle has disgusted the rank and file and has been a great set back and handicap. Now for harmony.

—Tampa may be rightly termed the "hub" or centre of the clear Havana cigar business of the country. The great benefits the city enjoys in the way of shipping facilities, climatic conditions and its close proximity to Cuba and Havana make it beyond all question an ideal location for the making of Havana cigars, and the manu-

ACKER, MERRALL & CONDIT'S



CLEAR HAVANA CIGARS,

Chambers St., West Broadway and Warren St.,  
57th St. and 6th Ave., and 135-139 West 42d St.

New York.

KRUM'S CIGARS

DEALERS who are interested in strictly Union Made Cigars are invited to write us for an explanatory price list. We want to hear from some critical dealers who are able to judge our prices and quality of cigars as compared with others. Write today, for tomorrow may never come, and address all letters to

W. E. KRUM & CO., Reading, Pa.

— SIDE LINE —

WE HAVE A GOOD "SIDE LINE" FOR A GOOD CIGAR AND TOBACCO SALESMAN. "EASY MONEY" IF HE KNOWS THE TRADE. WRITE FOR PARTICULARS AND STATE TERRITORY AND REFERENCES. THE SMOKER'S MAGAZINE, NEW YORK.

— EASY MONEY —

CIGARS

If you are looking for a first-class line of cheap cigars—cheap in price only—it will pay you to write and get your prices. For cheapness and good quality our cigars defy all competition.

Dealers will please make a note of that fact, and address

HORNING & CO.,

714 N. 8th St. . . . . Reading, Pa.



Please mention THE SMOKER'S MAGAZINE to advertisers.

SOME DO—SOME DON'T  
DON'T BE A DON'T

# Register YOUR BRANDS

A  
GOOD NAME  
FOR A CIGAR IS WORTH  
THOUSANDS OF  
DOLLARS.

## Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

**Have Your Brands Registered  
For Your Own Good.**

We have the best and most up-to-date facilities for Registering Brands, and guarantee *Superior Service* in every particular.

Registration with Sealed Certificate, \$1.00  
Search, Resulting in Rejection, . . .25

Cash to accompany all applications.

**The Smoker's Magazine Co.,**  
Times Building, New York.

**Red Register  
Bureau.**

facturers show their confidence in the industry and continued growth of the city by continually expending large amounts in adding to their already large factories and erecting new buildings. The outlook for the clear Havana cigar industry and Tampa is phenomenally bright.

—Reports seem to show that the demand for Turkish leaf tobacco by the makers of Turkish and Egyptian cigarettes is commencing to influence the tobacco markets of Europe and western Asia. The United States is a ready customer for almost every variety of leaf that approaches the Turkish type, and among the imports to this country are lots of leaf from Greece, Servia, Bavaria, Albania, Bulgaria, Roumania, and Russia and Turkey in Europe, Asia and Syria.

### Short Smokes.

**W**ITH buckskin dress the ancient Indian warrior, decorated in war paint and feathers, tomahawk in hand, and a roll of cigars, foot forward, invariably raised on a stone—this familiar and peaceful Indian has long stood guard in front of tobacco shops. But the old brave, like the original of the plains, is fast being superseded by other and more fantastic figures. This sign originated at the time when tobacco was introduced into England and was the symbol of what was universally called Indian tobacco.

—If there are cranks in the cigar line, there are just as many in the pipe line. What pipe smoker, for example, has not had one certain pipe, the like of which heaven never before or since permitted mortal to smoke? The true pipe crank can sit by the hour and tell you yarns about his favorite pipe. How he got it, just how long it took him to break it in, whether he expected from the start that it would prove a "hummer," or whether it developed into an agreeable disappointment. Then, the occasions when he smoked it; how much so and so offered him for it one night, and, finally, how it broke or how he lost it, and the time he had getting over his loss.

—A famous snuff box of ram's



# You Can Easily PLAY PIANO In a Few Minutes

**A FACT** that is easily demonstrated by following the simple instructions printed under the Diagram of Piano Keyboard, which appears below.

**HE WHO READS MAY PLAY** the Piano or Organ, as a technical knowledge of music is made unnecessary by the use of our New and Easy Method of Simple Instruction, which enables any one who can read to Play "By Sight" or "By Ear" without long, tedious and expensive study.

**THIS EASY METHOD** consists of 24 Piano Accompaniments of 72 Full Chords. Three Complete Chords for every key, both Major and Minor—which are fully illustrated and explained by Diagram of the Piano Keyboard, Notes, Letters, other valuable instruction in Nutshell form, etc., and easily understood, even by a child.

See How Easy It Is

Diagram of a piano keyboard showing the first four octaves. Above the keys are chord symbols: C# D# F# G# A# B# for the first octave, and C# D# F# G# A# B# for the second octave. Below the keys are the letter names: C D E F G A B C D E F G A B C D E. The first octave is marked with a '1' and the second with a '2'. The third and fourth octaves are marked with '3' and '4' respectively.

Play It On Your Piano

**READ CAREFULLY**—With the little finger and thumb of LEFT HAND strike the Octave C to C, designated by the figures 1-1 on above Diagram of Piano Keyboard; then with thumb, middle and little fingers of RIGHT HAND strike keys G, C and E, as designated by the figures 2, 3 and 4; and the first Chord of the Key of C Natural or C Major will be produced. Other Chords are just as easy.

**LEARN THREE CHORDS** and you can Play accompaniments to Singing, playing of Violin, Banjo, Mandolin, other musical instruments, etc., in a manner that will astonish and delight you, surprise and entertain your friends and brighten many otherwise dull evenings.

**NOT ONE COPY** of this Simplified Method, which is now in its **THIRD EDITION**, has ever been returned on our offer "Satisfaction Guaranteed or Money Refunded," because everything is exactly as represented—being simple, complete, instructive and assuring success.

**SPECIAL OFFER** : This Method (Fully Protected by Copyright) is neatly printed and bound in Booklet form and sells for 50 cents. To readers of the **SMOKER'S MAGAZINE** we will send a copy per prepaid mail, upon receipt of 25 cents. You've always wanted to Play the Piano—this Booklet will "show you how" as simple as A, B, C. Send stamps or coin and order today.

**THE SPENCER COMPANY, 147 NASSAU ST., NEW YORK.**

TO  
**SUBSCRIBERS  
ONLY!**

A Lick and They'll Stick,  
But You'll Not Get Stuck.

**2000  
GUMMED  
LABELS**

SEND CASH  
WITH ORDER.

**\$1.<sup>00</sup>**

**Advertise Your Store.  
Increase your Business.**

**A. WISEMAN,**  
DEALER IN  
**FINE CIGARS,**  
711 Easy Street,  
Hustletown, N. Y.

READY SIZE, 1 7/8 X 1 1/2 INCHES.

Anything you want on them; but the less you have, the better they will show up. This label contains all that's necessary. Neatly printed on best gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order now.

**YOU WANT MORE?  
ALL RIGHT! Send us**

**\$2.<sup>00</sup> FOR 5000**

OF THE BEST GUMMED LABELS MADE.

**The Smoker's Magazine Co.**

New Brunswick, N. J., and  
Times Building, New York.

25c. STAMPS ACCEPTED.

horn, mounted in solid silver, which was for many years one of the special features in the office of Barnum's Hotel in Baltimore, and from which Daniel Webster, Henry Clay and many other famous men are said to have regaled themselves, was recently sold at auction, and purchased by Mrs. Albert Weil for \$101.

—Recently a party of German travelers, who expected to remain some time in the United States, were advised to bring their own brands of cigars with them for the reason that they could not buy anything smokable on this side of the pond for less than 10 cents each. A policeman in City Hall Park says he can testify to their having "brought 'em, all right, all right."

**Too Much For Him.**

Edith—"How many cigarettes do you smoke in a day?"

Percy—"Dunno, 'm shuah. It's weally too deuced much of an effort to count them, ye know."

Edith—"Dear me! You must smoke as many as ten, then."—Judge.

In a Montana hotel there is a notice which reads: "Boarders taken by the meal, day, week or month. Those who do not pay promptly will be taken by the neck."

Reggie—"Most of the girls object to my cigarettes. What do you think of them, Miss Rose?"

Miss Rose—"I think they are perfectly killing."

Mrs. Newlywed—What is that odor of cooking in the hall, John dear?

Mr. Newlywed—It's your mother in the basement, my love, roasting the janitor.—Judge.

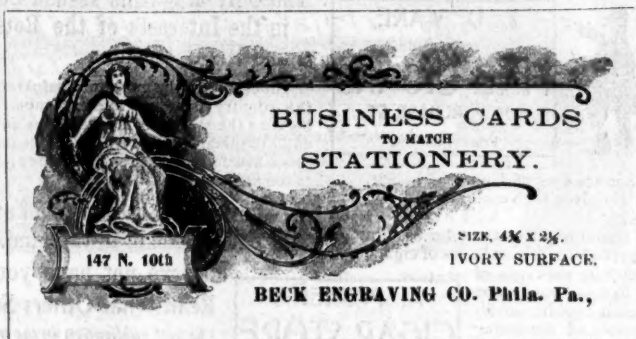
"Do you think that cigarette smoking causes a deterioration of mentality?"

"I am not clear on that point," said the man who makes a specialty of profound opinions. "The impression to that effect may be due to the fact that people with brains naturally avoid them."

# YOUR STATIONERY PLAYS AN IMPORTANT PART IN THE SUCCESS OF YOUR BUSINESS

A FINELY ENGRAVED LETTER HEAD  
AT THE SIMPLE COST OF PRESS WORK  
**NO EXPENSE FOR THE ENGRAVING**

PARTICULARS THE BECK ENGRAVING CO.  
147 N. 10TH ST. PHILA. PA.



## PLEASE DETACH, FILL OUT AND SEND IN.

Date, \_\_\_\_\_

*The Smoker's Magazine Co.,*

*New Brunswick, N. J., and Times Building, New York.*

Please enter the undersigned as a subscriber to *THE SMOKER'S*  
*MAGAZINE*, to start with \_\_\_\_\_ issue, and enclosed find  
One Dollar for one year.

Name, \_\_\_\_\_

Address, \_\_\_\_\_



**B. SHARP,**  
HIGH-GRADE  
**Cigars,**  
10 COMFORT ST.,  
Goldton, Cal.

EXACT SIZE 1-1/2 X 1-1/8 INCHES

**YOUR NAME ON  
1000 GUMMED FREE  
LABELS**

With a Year's Subscription to

# The Smoker's Magazine \$1.

**JUST  
HOW  
THEY  
LOOK**



**Y. D. WAKE,**  
DEALER IN  
**FINE CIGARS**  
1000 PURCHASE ST.,  
Priceville, Ok.

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and increasing your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make ONE SIZE ONLY, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

## Quantity and Quality at Lowest Prices.

A Year's Subscription to The	1,000 Gummed Labels, \$1.00
Smoker's Magazine	3,000 " " 2.00
with	6,000 " " 3.00
	10,000 " " 4.00

SEND CASH WITH ORDER. STAMPS ACCEPTED.

The less reading a label contains the better it will look. Write plainly, giving full address and order to-day

**THE SMOKER'S MAGAZINE CO.**

New Brunswick, N. J.

and

New York.

Times Building,

WE REFER TO ALL COMMERCIAL AGENCIES, AND BAKERS AND EXPRESS COMPANIES IN NEW YORK.

SEND POSTAL FOR SAMPLE LABELS—THEY'RE FREE.

**The Only Magazine Issued Solely  
in the Interests of the Retailer  
and His Customers.**

Thousands of the most successful retailers the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

**We solicit the subscription of every  
intelligent cigarman in the land.**

**May we not have yours?  
Read What Others Say.**

*"The best publication in the trade,"*

L. W. COON, NEW YORK.

*"My customers find it interesting and prefer it to any other trade paper,"*

M. GROSSMAN, NEW YORK.

*"It is always full of valuable and timely suggestions and I prize it*

*very highly,"*

C. M. HARDEN, LYNN, MASS.

*"It should be in every retailer's hands,"*

ED. KOLMAN, CHICAGO, ILL.

*"I highly recommend it to the retailers,"*

L. ROSENBAUM, NEW YORK.

*"We got stuck on it and consider it a bargain,"*

H. C. WILD & CO., KANSAS CITY, MO.

*"Your valuable suggestions on window dressing doubled our sales last week,"*

PETERSON, BROOKLYN, N. Y.

*"The best investment I ever made,"*

BROS. BULLOIS SMIES, CRIPPLE CREEK, COL.

*"No cigar store complete without it, ideas enough in a copy to last a month,"*

D. PROWLER, NEW YORK.

And hundreds of others from all classes of cigar-men.

**I. HUSTLE,  
CIGARS  
AND  
TOBACCO,  
Blissville, Me.**

**ANDY SMART'S  
Smoke Shop,  
17 Prosperity Ave.,  
COR. PLEASANT ST.  
DOLLARSTOWN, U. S.**

Please mention THE SMOKER'S MAGAZINE to advertisers.



# THE SMOKER'S MAGAZINE SIGN MARKER

(The line above is the style and size of letters in the set.)

With a Year's Subscription to the Magazine, \$1.25, Prepaid.



The exact size is 3x8x1 1/4 inches. Weight nearly 10 oz.

**THE SIGN MARKER** is practical in every way, and being made of the best material will last a lifetime. The above engraving shows the set of FIFTY 1/4-inch rubber type (capital letters, figures, ornaments, etc.) packed in a strong box with self-inking pad, and ready for use.

## IT IS INDISPENSABLE

to merchants in all lines of business and can be used in hundreds of ways in making Signs, Show Cards, Price Tickets, Bulletins, Marking Boxes, Printing on any flat surface, etc., saving time and money, and paying for itself almost every time it is used. Sets selling at \$3.00 and upwards will do no better work, while this set costs practically nothing, being sent prepaid with a year's subscription to **THE SMOKER'S MAGAZINE** at \$1.25. This unheard of offer is made simply to increase the circulation of the magazine, which will be found interesting and of great value to every man who makes, handles or smokes cigars. **THE SIGN MARKER** is not sold nor sent C.O.D.—it is **FREE**, and there is but one way to get it, and that is to subscribe to **THE SMOKER'S MAGAZINE** for one year at \$1.25 and one will be sent prepaid upon receipt of subscription. Guaranteed exactly as represented in every particular or money refunded without question. **You run no risk!**

*Do it now!*

should take advantage of it at once.

Please send us Postal or Express Order, New York Draft or a/c stamps in registered letter for \$1.25 and your subscription for one year will be entered and a sign marker sent you promptly. Make local checks for \$1.25—they cost us 10c. for collection. Stamps or money in unregistered letters at sender's risk. This offer is open to old subscribers as well as new—send in your order and have your subscription extended one year.

Every man can realize the great value of this offer, and Don't delay—send your order to-day—NOW IS THE TIME

TRY A "GOOD" 10¢ CIGAR.

The above neat sign was printed with one of our Sign Markers in less than 3 minutes, and then photo-engraved. It shows the work about 1/2 actual size. The many artistic and catchy combinations are unlimited, and the work cannot be excelled by a sign writer or printer.

## The Smoker's Magazine Co.,

New Brunswick, N. J., and Times Building, New York.

### AGENTS WANTED.

We refer to all Commercial Agencies, Banks and Express Companies in New York City.

# PRICES OF HAVANA CIGARS.

prices are subject to change without notice, and may vary according to the weight of the cigars, on which the high duty is based.

## HAVANA CIGARS.

Adelina Patti.	
Aldas	1-40. \$111
Bouquet	1-40. 121
Conchas	1-40. 94
Divas	1-40. 121
Heraldos	1-40. 375
Inevicibles	1-40. 215
Panetelas	1-10. 108
Perfectos	1-40. 190
Prima Donna	1-40. 160

L'Alouette.	
Aldas	1-40. \$120
Bouquet Epi.	1-40. 200
Caprichos	1-20. 80
Creme de Creme	1-40. 295
Fancy Tales	1-40. 335
Grand Perfectos	1-40. 230
Panetelas Impl.	1-40. 135
Petit Bouquets	1-40. 103
Perfectos Eleg.	1-40. 207
Puritanos Finos	1-20. 130
Regalia Am.	1-20. 135
Regalia Fav.	1-20. 130
Regalia Esp. Ex.	1-20. 145

Africana.	
Caprichos	1-20. \$84
Columbiana	1-20. 95
Concha Esp.	1-20. 116
Delectas	1-20. 100
Excentricos (foil)	1-20. 134
Jasmines	1-40. 119
Perfectos	1-40. 200
Pred de Bismarck	1-40. 221
Puritanos Finos	1-20. 114
Regalia Esp.	1-20. 168

American Jockey Club.	
Bouquets	1-40. \$203
Concha Fina Esp.	1-20. 122
Exquisitos	1-20. 165
Knickerbockers	1-10. 163
Panetelas	1-10. 110
Perfectos	1-40. 196

La Antigüedad.	
Camelias	1-20. \$93
Conchas Fir. Fina	1-20. 104
Damas	1-10. 55
Doradas	1-20. 94
Inevicibles Ex.	1-40. 230
Perfectos	1-40. 185
Reina Victoria	1-10. 130

Aristocratica.	
Apollo	1-40. \$108
Cabinets (in foil)	1-40. 253
Equisitos	1-20. 132
Inevicibles	1-40. 235
Minervas	1-40. 120
Regalia Venus	1-20. 91
Rothschild	1-40. 225

Bock & Co.	
Almuerzos	1-20. \$191
Cabinets	1-40. 265
Clavetes	1-10. 86
Culebras	1-20. 147
Delicados Ex.	1-20. 157
Equisitos Comp.	1-20. 212
Tales of Smoke	1-40. 282
Gems	1-10. 102
Lindas	1-40. 131
Longfellow	1-40. 441
Marquesas	1-20. 100
Obsequios	1-40. 260
Oradores	1-20. 231
Panetelas	1-10. 115
Perfectos	1-40. 193
Petit Duc	1-20. 133
Princessas	1-10. 103
Puritanos Finos	1-20. 122
Regalia Esp. Ex.	1-20. 153
Violetas	1-10. 102

## Cabanas y Carvajal.

Belmonts	1-10. \$190
Brevas	1-10. 139
Conchas Esp.	1-20. 98
Diplomaticos	1-40. 178
Londres fino Esp.	1-10. 108
Magnolias	1-20. 176
Panetelas	1-10. 107
Perfectos	1-40. 195
Petit Bouquet	1-40. 182
Petit Duc	1-20. 133
Puritanos Finos	1-20. 120
Regalia Esp.	1-20. 169

## La Carolina.

Concha Fin. Esp.	1-20. \$113
Elegantes	1-10. 133
Favoritas Ex.	1-20. 102
Inevicibles	1-40. 248
Perfectos	1-40. 195
Puritanos Finos	1-20. 125
Regalia Perfectos	1-40. 140
Reina Esp.	1-10. 90
Sports	1-40. 111

## La Comercial.

Ben All.	1-20. \$190
Bouquets Sub.	1-40. 160
Comerciales Ex.	1-40. 228
Conchas Sublimas	1-20. 104
Creme de Creme	1-40. 275
Diamantes	1-40. 137
Fancy Tales	1-40. 275
Gracioso	1-10. 132
Maria Cristina	1-10. 120
Perfectinos	1-20. 125
Perfectos Ex fina.	1-40. 197
Perfectos Sublimas	1-40. 179
Regalia Chiquita	1-20. 94
Regalia Selecta	1-40. 138

## La Corona.

Apollos	1-40. \$95
Bouquets	1-40. 210
Celestiales Astoria	1-40. 165
Concha Fina Esp.	1-20. 125
Conquerors	1-40. 208
Coronas	1-40. 365
Corona Perfectos	1-40. 240
Emperadores	1-40. 660
Fin de Siecle	1-40. 420
High Life	1-20. 185
Inevicibles	1-40. 213
Perfectos Ex.	1-40. 175
Regalia Chiquita	1-20. 102
Union Club	1-40. 290

## Flor Cubana.

Bouquets Sub.	1-40. \$127
Perfectos	1-40. 178
Petit Bouquets	1-40. 110
Regalia Chica	1-20. 113
Regalia Esp.	1-20. 130
Reina Victoria	1-10. 140

## Flor de Cuba.

Albas Finos	1-40. \$310
Bouquets	1-40. 225
Celestiales	1-40. 360
Delicados	1-20. 190
Exquisitos	1-20. 174
Hortensias	1-40. 104
Portenas	1-40. 155
Panetelas	1-10. 130
Petit Bouquet	1-40. 190
Perfectos Esp.	1-40. 208
Perillas	1-20. 90
Recuerdos Imp.	1-40. 400
Regalia Perfecta	1-20. 155
Regalia Chica Ex.	1-20. 147
Regalia Selecta	1-20. 140
Reina Vic Esp.	1-10. 210
Royales	1-40. 175
Sublimas	1-40. 270

## Flor de Benito Suarez.

Panetelas	1-10. \$93
Regalia Esp.	1-20. 150

## La Diligencia.

Coquetas	1-20. \$94
Diligencias	1-40. 357
Excelentes	1-40. 137
Excepcionales	1-40. 209
Magnificos	1-40. 189
Petit Dudes	1-20. 93
Perfectos	1-20. 174

## Eden.

Brevas	1-20. \$160
Caprichos	1-10. 75
Clavetes	1-10. 162
Concha Fina Esp.	1-20. 89
Dainties	1-20. 129
Delicados	1-40. 143
Delicados Ex.	1-40. 164
Especiales	1-20. 85
Incomparables	1-40. 238
Inevicibles	1-40. 250
Conquerors	1-40. 188
Perfectos	1-40. 188
Perlas	1-40. 184
Puritanos Finos	1-20. 130
Regalia Esp Ex.	1-20. 148

## Espanola.

Alvas	1-40. \$298
Aromaticos	1-40. 121
Celestiales	1-40. 360
Conchas Esp.	1-20. 105
Lorion	1-40. 103
Palmitas (foil)	1-40. 110
Panetelas	1-20. 110
Perfectos Fir Fina	1-40. 190
Triangulares	1-40. 141
Violetas	1-40. 117

## Aguila de Oro.

Delicados Ex.	1-40. 165
Flechas de Oro	1-40. 132
Obsequios Extra	1-40. 132
Panetelas	1-10. 111
Princessas	1-10. 104
Puritanos Finos	1-20. 125
Regalia Esp Ex.	1-20. 160

## Manuel Garcia.

Apollos	1-20. \$97
Bismarck	1-40. 269
Bouquets	1-20. 151
Casinos	1-20. 110
Celestiales	1-40. 293
Concha Fina Esp.	1-20. 113
Concha Select.	1-20. 93
Delicados	1-40. 160
Exquisitos	1-20. 130
Favoritas	1-20. 195
Inevicibles	1-40. 227
Londres Fino	1-10. 130
Panetelas Finos	1-10. 98
Perfectos	1-40. 206
Petit Duc	1-20. 130
Puritanos Finos	1-20. 110
Regalia Chiquita	1-20. 89
Rge. Esp. Ex.	1-20. 153
Regalia Esp. Sub.	1-20. 153
Rositas	1-20. 105
Sublimas Perf.	1-40. 193

## Henry Clay.

Aguilas de Guil.	1-40. \$95
Alvas	1-20. 390
Bouquets	1-40. 179
Bouquet Royal	1-40. 115
Brevas	1-10. 148
Concha Esp.	1-20. 118
Concha Esp. Ex.	1-20. 95
Concha Select.	1-20. 94
Londres fino Esp.	1-10. 137
Lulus	1-20. 178
Matines	1-10. 144
Maud	1-20. 247
Nancy Hanks	1-20. 255
Napoleons	1-40. 370
New Yorkinos	1-40. 374
Panetelas	1-20. 136
Para la Nobles	1-20. 201
Perfectos	1-40. 195
Predicados	1-20. 274
Puritanos Finos	1-20. 123
Regalia de Paris	1-40. 133

Regalia Esp.	1-20. \$158
Regalia Patti	1-20. 136
Regalia Perf.	1-40. 167
Reina Vic. Ex.	1-20. 183
Reina Vic. Sup.	1-10. 191
Reina Maria Vic.	1-10. 164
Sports	1-40. 140
Varieties	1-20. 218
Victoria	1-10. 142

## High Life.

Admirales	1-40. \$225
Bouquet Esp.	1-40. 138
Londres Ex.	1-10. 127
Perfectos	1-40. 212
Perfectos	1-20. 126
Regalia Superla	1-20. 138

## La Intimida.

Bouquets	1-40. \$193
Conchas Esp.	1-20. 121
Conquerors	1-40. 327
Delicias	1-20. 107
Delicados	1-20. 158
Fancy Tales	1-40. 323
Favoritas	1-20. 112
Marias	1-40. 246
Noblesas	1-40. 170
Perfectos	1-40. 205
Perfectos Ex.	1-40. 185
Perfectos Walkor	1-40. 186
Perlas	1-40. 186
Puritanos Finos	1-20. 128
Regalia Esp.	1-20. 144
Reina Vic. Ex.	1-10. 171

## La Imperial.

Alteras Reales	1-40. \$1000
Bouquet Sub.	1-40. 200
Brevas	1-10. 150
Cabinet Imp.	1-40. 250
Concha Esp.	1-20. 109
Heraldos del Rey	1-40. 340
Inevicibles	1-40. 275
Napoleons	1-40. 290
Perlas	1-40. 150
Panetelas	1-10. 115
Princessas	1-10. 105

## La Indiana.

Aguilas Imp.	1-40. \$375
Cavaliers	1-20. 98
Espirituales	1-20. 115
Diamantes	1-40. 120
Puritanos	1-20. 120
Perfectos	1-40. 190

## India Cubana.

Bouquets	1-40. \$130
Opera	1-10. 65
Petit Duc	1-40. 75

## Por Larranaga.

Bouquets	1-40. \$185
Conchas Esp.	1-20. 118
Delicados	1-20. 107
Panetelas	1-10. 113
Perfectos	1-40. 220
Petit Bouquets	1-40. 188
Pred de Dewey	1-40. 410
Regalia Esp.	1-20. 149

## Lord Beaconsfield.

Bachelors	1-20. \$120
Bouquets	1-40. 145
Camelias	1-20. 95
Excelsior	1-20. 125

## La Rosa de Santiago.

Brevas, a la Con's	1-10. \$169
Bouquet, Extra	1-40. 205
Camelias	1-20. 206
Camelias, First	1-20. 122
Concha Esp.	1-20. 114
Delicias	1-10. 104
Delicados	1-40. 175
Diplomaticos Esp.	1-20. 195
Hermosos	1-20. 165
Inevicibles Ex.	1-40. 242
Jockey Club	1-10. 188
Magnolias	1-20. 188
Media Reg Esp.	1-20. 147
Perfectos	1-40. 220

**Villas y Villas.**

Bouquets	1-40..\$215
Deliciosos	1-20..174
Escop Rothschilds	1-10..286
Equisitos	1-20..175
Invincibles	1-40..294
Knickerbockers	1-10..183
Panetelas	1-10..138
Perfectos	1-40..243
Petit Bouquets	1-40..182
Princesas	1-10..112
Reina Fina	1-20..193
Rothschilds	1-20..205

**The Waldorf.**

Bouquets	1-40..\$160
Casadores (foli)	1-40..235
Concha Esp.	1-20..105
Delicias	1-20..100
Deliciosos	1-40..150
Deliciosos, Ex.	1-40..166
Londres Imp.	1-10..135
Lulu	1-20..215
Perfectos	1-40..197
Perf. (for fina)	1-40..195
Perfecto Finos	1-40..200
Petit Bouquet	1-40..140
Petit Duc	1-20..155
Panetelas	1-10..100
Puritano Finos	1-20..120
Rothschilds	1-20..165

**Waldorf-Astoria.**

Aristocracias	1-20..\$160
Astoria Perf.	1-40..444
Bouquets Imp.	1-40..210
Deliciosos	1-40..190
Greater New York	40..276
Invincibles	1-40..265
Panetelas	1-10..125
Petit Bouquet	1-40..170
Perfectos	1-40..213
Puritano Finos	1-20..130
Regalia del Prin.	1-10..128
Royals	1-20..192
Regalia Excel.	1-20..160
Lillas (foli)	1-10..124
Serpentinos	1-20..162

**Washington.**

Bouquets Finos	1-40..\$133
Edison's	1-40..192
Invincibles	1-40..193
Puritano Finas	1-20..115

**KEY WEST and TAMPA CIGARS.****MI Favorita.****PARK & TILFORD.**

Apollos	1-20..\$71
Bouquets	1-40..104
Brevas (pkg 25)	1-10..85
Camelias	1-20..60
Concha Bouq. Ex	1-20..92
Concha Esp.	1-20..75
Casinos	1-20..90
Deliciosos	1-40..110
Elegantes	1-20..56
Invincibles	1-40..143
Jockey Club	1-10..71
Londres Fino	1-10..82
Liliputanos	1-20..53
Magnolias	1-20..116
Perfectos	1-40..128
Perfectos Finos	1-40..109
Petit Bouquets	1-40..92
Petit Duc	1-20..82
Predilectos	1-20..156
Puritano Finos	1-20..78
Regalia Esp.	1-20..104
Rothschilds Ex.	1-20..88
Varieties	1-20..133
Washington	1-40..213

**La Rapides.****PARK & TILFORD.**

Conchas Esp.	1-20..\$35
Londres, Fino Ex	1-10..60
Perfectos	1-40..73
Peta	1-20..34
Puritano Finos	1-20..24

**La Ermina.****PARK & TILFORD.**

Apollos	1-20..\$53
Aromaticos	1-20..52
Camelias	1-20..49
Conchas Esp.	1-20..56
Concha Fina Esp	1-20..47
Puritano, Ex.	1-20..54
Puritano, Finos	1-20..52
Rothschilds, Ex.	1-20..63

**La Elegancia.****Acker, Merrill & Condit Co.**

A. M. & C. Cab.	1-40..\$178
Apollo	1-20..70
Bouquet Fina	1-40..106
Brevas Esp.	1-20..88
Cabinet	1-20..94
Camelias	1-20..57
Chiquitos	1-20..39
Comme il Faut	1-20..79
Conchas Bouq.	1-20..64
Concha Ex.	1-20..64
Conchas Selectas	1-20..64
Deliciosos	1-40..106
Double Enders	1-20..78
Favoritas	1-20..55
Invincibles	1-40..143
Jockey Club	1-10..70
Knickerbockers	1-40..78
Knickerbocker Ex	1-40..73
Londres Grande	1-10..81
Manhattan	1-40..75
Media Regalia	1-20..68
Opera Reinas	1-10..35
Perfectos	1-40..132
Perf. Ex. Finol	1-40..124
Perlas	1-20..79
Petit Bouquets	1-40..74
Petit Duc	1-20..72
Pommes	1-40..35
Puritano Ex.	1-20..78
Regalia Esp.	1-20..102
Regalia Ex.	1-20..98
Rothschilds	1-20..78
Savoy	1-20..92
Seleccion Esp.	1-20..122
Selecta Ex.	1-20..77
Selectas	1-20..83
Union League Esp	1-20..74
Victorias	1-40..90

**La Belle Rosa.**

Camelias	1-20..\$57
Concha Finas	1-20..60
Puritano	1-20..76
Deliciosos	1-20..85
Diplomaticos	1-40..95
Perfecto Finos	1-40..120
After Dinners	1-40..125

**La Americus and****Justicia.**

F. HESS & CO., Rochester, N. Y.	
Invincibles	1-40..\$125
Imperiales Especial	1-20..95
Perfectos Especial	1-20..92
Perfectos	1-20..90
Puritano Extra	1-20..85
Londres Extra	1-10..82
Puritano Finos	1-20..80
Exquisitos	1-20..78
Regalias Conchas Ex	1-20..75
Panetelas	1-20..73
Conchas Esp'l Ex	1-20..72
Aromas Bouquet	1-40..70
Londres Chico	1-20..70
Regalia Conchas	1-20..70
Favoritos	1-20..70
Aromas	1-20..65
Petit Perfectos	1-20..65
Conchas	1-20..60
Petit Duc	1-20..55

**Marcello.**

Brevas	1-10..\$95
Bouquets	1-40..105
Casadores (foli)	1-40..115
Conchas Esp.	1-20..63
Deliciosos Fina	1-40..95
Escepcionales	1-10..175
Entreactos	1-20..94
Graciosos	1-20..75
Imperiales	1-40..100
Invincibles	1-40..160
Knickerbockers	1-10..90
Londres Grande	1-10..80
League Club	1-20..80
Panetelas	1-20..88
Perfectos Royal	1-40..95
Perfectos Ex.	1-40..110
Perfectos	1-40..130
Puritano Finos	1-20..80
Regalia Chiquita	1-20..60
Rothschilds	1-20..82
Rothschilds Ex. F.	1-20..80
Regalia Ex.	1-20..100

**La Sinceridad.**

Ambassadors	1-40..\$115
Aristocrats	1-40..105
Casadores	1-40..100
Chums	1-10..35
Criterion	1-20..100
Deliciosos	1-20..85
Diplomatico	1-20..85
Emperors	1-40..150
Fancy Tales	1-40..175
Jockey Club	1-20..95
Knickerbocker	1-20..70
Londres Grande	1-10..70
London Club	1-20..95
Majors	1-40..125
Monograms	1-40..115
Panetela Fina	1-20..80
Perfecto C.	1-40..130
Perfectos Finos	1-40..100
Perfectos	1-40..125
Perlas	1-40..80
Puritano Finos	1-20..80
Regalia Noblez	1-20..95
Town Topics	1-40..75

**Optimo.**

Aromaticos	1-20..\$90
Bachelors	1-20..100
Caballeros (a bda)	1-10..85
Concha Esp.	1-20..60
Delmonico	1-20..80
Escepcionales	1-40..165
High Life	1-20..70
Invincibles	1-40..175
Londres Fino	1-10..70
Media Perfectos	1-40..90
Napoleons	1-40..135
Panetela	1-20..72
Perfectos	1-40..125
Prince of Wales	1-20..85
Regalia Esp.	1-20..95
Reina Vic. Esp.	1-10..95

**La Petronia.**

Londres	1-10..\$78
Madison	1-20..80
Regalia Especial	1-20..95
Van Buren	1-20..108
Washington	1-20..98

**Riquenza de Tampa.**

Bouquet Fina	1-40..\$90
Brevas	1-10..85
Conchas Esp.	1-20..60
Deliciosos	1-20..81
Elegantes	1-20..68
Exquisitos	1-40..80
Invincibles	1-40..158
Liliputanos	1-10..38
Panetelas	1-10..38
Panetelas Finas	1-10..78
Petit Duc	1-20..63
Puritano	1-20..75
Puritano Finas	1-20..82
Perfectos	1-40..90
Perfectos Sup.	1-40..128
Regalia Esp.	1-20..98
Smokers	1-10..62
Violetas	1-10..80

**Solace Factory.**

Bouquets	1-40..\$75
Club Espla	1-20..75

Con. Esp.	1-20..\$85
Coquettes	1-10..60
Deliciosos	1-40..88
Delmonicos	1-20..35
Favoritas	1-20..780
Full Dress	1-20..90
Knickerbockers	1-20..100
Napoleons	1-40..175
Perfectos	1-40..120
Perfectos Esp.	1-40..75
Petit Duc	1-40..95
Petit Perfectos	1-40..100
Puritano	1-20..80
Puritano Finas	1-20..85
Reina Fina	1-10..70
Reina Vic. Ex.	1-20..90
Rothschild	1-20..85
Young Ladies	1-20..60

**La Union de Cuba.**

After Dinner	1-40..\$150
Bouquets	1-40..70
Cabinets	1-40..172
Conchas	1-20..65
Conchas Esp.	1-20..63
Delmonicos	1-20..80
Invincibles	1-40..165
Londres	1-10..80
Panetelas Finas	1-20..75
Perfectos	1-40..135
Perlas	1-20..60
Puritano	1-20..78
Sublimes	1-20..85

**NEW YORK CIGARS.****La Fama Universal.**

Aristocrats	1-20..\$95
Brevas	1-10..85
Bouquet Ex.	1-40..80
Conchas Ex.	1-20..75
Cabinets	1-40..105
Diplomatico	1-20..80
Deliciosa Fina	1-40..110
Delmonico	1-20..90
Gems	1-40..70
Invincible	1-40..175
Jockey Club	1-20..110
Monopie	1-40..100
Majors	1-40..150
Petit Perfecto	1-20..105
Perfecto Fina	1-40..130
Puritano Esp.	1-20..75
Panetelas	1-20..75
Petit Bouquet	1-40..85
Panetela Fina	1-20..80
Perlas	1-40..110
Perfecto	1-40..160
Perfecto Selecto	1-40..110
Perfecto	1-40..100
Royal Perfecto	1-20..150
Regalia Cabinet	1-40..120
Regalia Esp.	1-20..120
Rothschild	1-20..85
Reina Vic. Esp.	1-10..100
Regalia Perfecto	1-40..120
Violetas	1-20..60

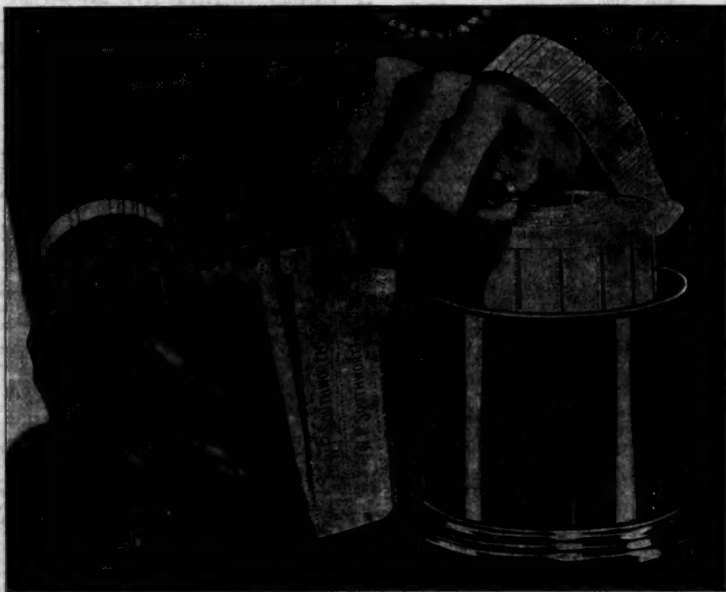
**Henry Irving.**

Puritano Fino	1-20..\$80
Regalia Concha	1-20..70
Concha Fina Esp	1-20..60
Brevas	1-10..85
Londres Extra	1-10..70
Puritano Esp.	1-20..70
Perfectos	1-40..110
Victorias	1-20..85
Panetelas	1-20..70
Colonias	1-20..90
Stubs	1-20..90
Regalia American	1-10..70
Union Club	1-20..90
Perfecto de C.	1-40..100
Perfecto Extra	1-40..85
Invincibles	1-40..150
Dainties	1-20..91
Jockey Club	1-20..91
Panetelas Finas	1-20..70
Deliciosa	1-40..100
Petit Duc	1-20..80
Bouquet	1-40..80
Rothschilds	1-20..75
Edition De Luxe	1-40..375

## STILL ANOTHER IMPROVEMENT!!!

PARMENTER'S WAX-LINED CIGAR POCKETS CAN  
NOW BE HAD IN ROLLS OF 250.

A FINELY FINISHED BRASS RETAINER FOR  
COUNTER USE **F-R-E-E** WITH EACH INITIAL  
ORDER OF TEN THOUSAND POCKETS.



Retainer Patented August 12, 1902.

### RACINE PAPER GOODS CO.

Sole Owners and Manufacturers,  
RACINE, WISCONSIN, U. S. A.







**To the wise**

YOUR ADVERTISEMENT  
IN THE SMOKER'S MAG-  
AZINE WILL COST YOU  
LITTLE AND BENEFIT  
YOU MUCH .....

**Advertise**



# Metropolitan Tobacco Company,

OFFICE AND MAIN DEPOT:

**134-136 Grand Street, Corner Crosby,  
NEW YORK.**

—♦—  
**BRANCHES:**

**313 West 125th St., New York.**

**334 Gold St., Brooklyn**

**319 E. Houston St., New York.**

**137 Duffield St., Brooklyn.**

**9-11 Warburton Ave., Yonkers, N. Y.**

**197 Graham Ave., Brooklyn.**

**115 RICHMOND TERRACE, PORT RICHMOND, STATEN ISLAND.**



Made "At the Sign of the Bull Dog"

**Henry Irving**  
**"Bull Dog"**

and

**Baron De Kalb**

**Pure Habana Segars**

We guarantee them uncommonly good.

For soc. we will send you picture of King Lud in unique kennel frame.

**JOHN W. MERRIAM & CO.**

**The Roycroft Segar Shop,**

**NEW YORK.**

**Smoke**  
**The Finest Quality**

**Tobacco**  
**and**  
**Cigarettes**

MANUFACTURED BY

**Cameron &**  
**Cameron Co.**

INDEPENDENT FACTORY

**Richmond, Va.**

ESTABLISHED 1887.

**"Costliest Because Best."**



**CLEAR HAVANA**

**M. Stachelberg & Co.,**

383 and 385 West Broadway,  
**NEW YORK.**